

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| In re Application of: GOULD, Alan D. | Docket No.: 50442.010200 |
| | Confirmation No.: 9535 |
| Serial No.: 09/917,792 | Art Unit: 3622 |
| Filing Date: July 31, 2001 | Examiner: ALVAREZ, Raquel |
| Title: COMPUTERIZED SYSTEM AND METHOD FOR INCREASING THE EFFECTIVENESS OF ADVERTISING | |

RESPONSE UNDER 37 CFR §1.111

Commissioner for Patents
P.O. Box 1450
Mail Stop Amendment
Alexandria, VA 22313-1450

Sir:

In response to the outstanding office action in the referenced application, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 12 of this paper.